

# MERCHANDISING GUIDE SPRING 2017



# TABLE OF CONTENTS

ACTIVEON .....	5
AT-A-GLANCE.....	10
BIC.....	9
FIVE STAR.....	9
HAPPY PLUGS.....	3
MEEM.....	6
ONHAND .....	7
PENTEL .....	10
SKULLCANDY.....	4
U.S. DIGITAL.....	8
<b>ESD SALES PORTAL.....</b>	<b>11</b>



# GET HAPPY



## 4-STEP COUNTER DISPLAY

Target your fashion focused audience with this high end 4-step counter display. This display comes free when you fill the display with 22 Happy Plugs products. Work with your Douglas Stewart Account Manager to create a custom assortment or purchase one we've made for you.

Dimensions: 10.43" W x 8.66" H x 12.40" D

DSC# 105442 | VENDOR# 2334

Free with purchase of 22 units of Happy Plugs product.

## STANDING DISPLAY 2017

Easily engage customers with the Happy Plugs brand with this floor fixture. The minimalist design of the displays is appealing at all angles, placing the product at the forefront. This display comes free with a purchase of \$2,000 or more of Happy Plugs product. Work with your Douglas Stewart Account Manager to create a custom assortment or purchase one we've made for you.

Dimensions: 17.72" W x 60.10" H x 17.72" D

DSC# 108637 | VENDOR# 2337

Free with purchase of \$2,000.



SUGGESTED ASSORTMENT »

happy plugs  
STOCKHOLM

# LISTEN-UP MERCHANDISE WITH SKULLCANDY



## FLOOR DISPLAY

Standard freestanding floor display with countless modularity options for merchandising, listening station attachments, graphic panels, etc. Threaded bolts on side panels to add graphics, listening station, merchandising space, etc. Laser-cut slats to add the same.

**Dimensions: 15.75" W x 65.50" H x 21.25" D**  
**DSC# 76885 | VENDOR# Floor Display**  
 Free with purchase of \$2,000+ in Skullcandy product.

## STAY LOUD FLOOR MAT

Capture last-minute impulse sales and lead customers to the Skullcandy section in your store with the Skullcandy #StayLoud floormat.

**Dimensions: 37" W x 25" H**  
**DSC# 71620 | VENDOR# Floor Mat - Stay Loud**



## GRIND WIRELESS SINGLE PIVOT BOARD

Offer a unique merchandising experience for your customers with the Skullcandy Grind Wireless pivot board. This merchandiser holds a Grind headphone on the front that customers can touch and feel, then rotate the board to learn more about the tech specs of Grind Wireless.

**Dimensions: 24" W x 12" H x 15" D**  
**DSC# 101018 | VENDOR# DSPMN-04**  
 Free with purchase of (8) Grind Wireless Headphones.



## SKULLCANDY SEAN MALTO WOOD PRINT

Graphics printed on 0.25in wood to be place on a planogram or alone.

**Dimensions: 10" W x 18" H x 0.25" D**  
**DSC# 102280 | VENDOR# DSGRJN-005**  
 Free with \$500+ order of Grind Wireless Headphones.

[SHOP NOW »](#)



# INTERACTIVE ACTIVEON Displays

## ACTIVEON INTERACTIVE POWERED DISPLAY

The four-foot display features three cameras: (1) CX Action Camera and (2) CX Gold Action Cameras. The demo units allow users to touch and feel the features that are unique to action cameras at this price point. The large LCD screen helps the user understand the breadth of use for an action camera, while the accessories below are instant upsell opportunities.

Dimensions: 48" W x 60" H x 24" D  
 DSC# 96383 | VENDOR# 4FT DISP  
 Free with purchase of \$2,500+ in ACTIVEON product.



[RECOMMENDED ASSORTMENT »](#)



Looking for a smaller display?  
 Check out the 2.5-foot and  
 countertop display.

[VIEW NOW »](#)

**TOP-SELLING  
 CAMERA NOW  
 ONLY \$49.99! »**



# MEEM: Back Up Your Data



## MEEM COUNTERTOP DISPLAY

The MEEM Countertop Display acts as an unassisted salesman, breaking down the robust product features of a MEEM cable. Using icons, the display outlines the many product features of the cable while the colors draw in the user.

Dimensions: 7.30" W x 16.90" H x 6.90" D

DSC# 107712 | VENDOR# USCDUMMEMSHOP20057  
Free with the purchase of 6 MEEM products.

[SHOP NOW »](#)

## RECOMMENDED ASSORTMENTS

DSC#	VENDOR#	MIN	SRP	COST
106677	16ANDMEEMPRI20009	3	\$49.99	\$30.74
106678	32IOSEEMPRI20016	3	\$59.99	\$37.14

[SHOP NOW »](#)





# OnHand Merchandisers Ready for Your Store



## MOBILE MERCHANDISER

Dimensions: 24" W x 60" H x 15" D

DSC# 108671 | VENDOR #HH-DISPLAYOH

SRP \$2,015.54 | COST \$1,099.06

[SHOP MOBILE MERCHANDISERS »](#)

## CHARGING STATION MERCHANDISER

Dimensions: 36" W x 72" H x 23" D

DSC# 108666 | VENDOR #HH-DISPLAYOH

SRP \$1,594.10 | COST \$869.00

[SHOP CHARGING STATION »](#)



## IMPULSE DISPLAY

Dimensions: 8.5" W x 16.5" H x 7" D

DSC# 108671 | VENDOR #HH-DISPLAYOH

SRP \$719.64 | COST \$393.84

[SHOP IMPULSE BUNDLES »](#)



OnHand guarantees their products will sell in your store.  
[LEARN MORE ABOUT THEIR OPEN EXCHANGE POLICY »](#)

# Your Campus, Your Way

## Custom displays from U.S. Digital



### 3 SIDED GRID-WALL CHARGING STATION DISPLAY

The 3-Sided Grid-Wall Charging Station Display is visible from all angles with customize signage made for your school on each side. The display comes with 6" moveable pegs to accommodate any product arrangement and on wheels to easily move around your store. The display ships fully stocked with assortment of products chosen by you.

Dimensions: 24" W x 75" H x 22" D

DSC# 95580 | VENDOR# B81012

Free with purchase of \$4,000 in U.S. Digital product.

RECOMMENDED ASSORTMENT »

### US DIGITAL EXPRESS RACK WIRE DISPLAY

This versatile display fits great against a column or as a standalone fixture featuring products picked by you customized for your campus.

Dimensions: 15" W x 61" H x 12" D

DSC# 109004 | VENDOR# B81021

Free with purchase of \$1,500 in U.S. Digital product.

RECOMMENDED ASSORTMENT »



**US** DigitalMedia



# Save 5% on Five Star Displays



## FIVE STAR WIREBOUND NOTEBOOK FLOOR DISPLAY

Display includes (72) 1 Subject Notebooks, (24) 3 Subject Notebooks, and (24) 5 Subject Notebooks. Assorted colors include: Berry, Black, Green, Navy Blue, Red, and White.

Dimensions: 40" W x 48" H x 16.75" D

DSC# 64967 | VENDOR# 51226

SRP \$1,112.40 | COST \$616.64 | **PROMOTIONAL COST \$585.81**



## FIVE STAR TREND WIREBOUND NOTEBOOK FLOOR DISPLAY

Display contains: (72) 1 Subject Trend Notebooks, (24) 3 Subject Trend Notebooks, and (24) 5 Subject Trend Notebooks. Assorted colors include: Berry, Cobalt Blue, Lime, Orange, Teal, and Warm Gray.

Dimensions: 40" W x 48" H x 16.75" D

DSC# 64574 | VENDOR# 52020

SRP \$1,112.40 | COST \$616.64 | **PROMOTIONAL COST \$585.81**



Promotion valid 4-1-17 through 12-31-17.

Product must ship within promotional timeframe to qualify.

[SHOP NOW »](#)

# The BIC Quarter Pallet is Back Now 5% Off!

## BIC 2017 QUARTER PALLET

Dimensions: 23" W x 60" H x 19" D

DSC# 107104 | VENDOR# WP7OP149-A-AST

SRP \$1,865.55 | COST \$903.97 | **PROMOTIONAL COST \$858.77**

Promotional pricing is valid though 4-27-17. Orders must be placed by 4-27-17. Displays are available for shipment on 7-1-2017.

[SHOP NOW »](#)



# One Display, All Your Favorites

## EVERYDAY FLOOR DISPLAY

Display includes: (7) EnerGel-X Liquid Gel Pen Medium Black 2Pk, (7) EnerGel-X Liquid Gel Pen Medium Blue 2Pk, (7) EnerGel RTX Liquid Gel Pen Medium Black 1Pk, (7) EnerGel RTX Liquid Gel Pen Medium Violet 1Pk, (7) EnerGel RTX Liquid Gel Pen Fine Black 1Pk, (7) WOW! Colors Ballpoint Medium Assorted 5Pk, (7) 24/7 Highlighter Yellow 2Pk, (7) Prime Mechanical Pencil .7mm Assorted barrels 6Pk, (7) e.sharp Mechanical Pencil .5mm Assorted barrels 2Pk, (7) e.sharp Mechanical Pencil .7mm Assorted barrels 2Pk, (7) Icy Mechanical Pencil .5mm Assorted barrels 2Pk, (7) Icy Mechanical Pencil .7mm Assorted barrels 2Pk, (7) Hi-Polymer erasers Large White 3Pk (1 Free), (7) Hi-Polymer erasers Small Assorted Colors 4Pk, (7) Clic eraser Assorted Colors 2Pk, and (7) Clic eraser Colors Assorted Colors 2Pk.

**Dimensions: 14" W x 47.5" H x 15" D**  
**DSC# 96495 | VENDOR# FDCOM-ED**  
**SRP \$419.72 | Cost \$214.45**



[SHOP NOW »](#)

## Receive 10% off At-A-Glance Displays!



### ACADEMIC YEAR APPOINTMENT BOOKS/PLANNERS CLASSIC DISPLAY

Display includes: (12) 7007405 Monthly 9x11, (6) 7010105 Weekly 5x8, (6) 7012705 Monthly 6x9, (3) 7080705 Daily 5x8, and (6) 7095705 Weekly 8.5x11.

**Dimensions: 20.75" W x 15.6" H x 9" D** DSC# 107637 | VENDOR# 70-073-00-18  
**SRP \$677.67 | COST \$344.70 | PROMOTIONAL COST \$310.23**



### ACADEMIC YEAR FASHION DESK APPOINTMENT BOOKS/PLANNERS DISPLAY

Display includes: (6) 1012-200A Weekly/Monthly 5x8, (6) 1014-200A Weekly/Monthly 5x8, (6) 1021-200A Weekly/Monthly 5x8, (6) 1022-200A-27 Weekly/Monthly 5x8, (6) 1022-200A-42 Weekly/Monthly 5x8, and (6) 1026-200A Weekly/Monthly 5x8.

**Dimensions: 20.75" W x 14.6" H x 9" D** DSC# 107642 | VENDOR# DL1910-10-18  
**SRP \$629.64 | COST \$311.70 | PROMOTIONAL COST \$280.53**



### ACADEMIC YEAR COLLECTION APPOINTMENT BOOKS/PLANNERS DISPLAY

Display includes: (9) YP105A07 Monthly, Tan 5x8, (6) YP105A04 Monthly, Brown 5x8, (6) YP104A07 Weekly/Monthly 8x11, (3) YP134A45 Weekly/Monthly 8x11, and (6) YP132A45 Weekly/Monthly 8.5x11.

**Dimensions: 20.75" W x 14.6" H x 9" D** DSC# 107643 | VENDOR# DLPRO-10-18  
**SRP \$791.70 | COST \$350.89 | PROMOTIONAL COST \$315.80**

Promotional pricing is valid through 8-31-2017. Products must ship within promotional time frame to qualify.



[SHOP ALL »](#)





## INTRODUCING THE ESD SALES PORTAL

### SELLING SOFTWARE IS BACK ON THE TABLE

The Douglas Stewart Company's ESD Sales Portal is a resource for you to deploy essential ESD (Electronic Software Downloads) to your students in store! By using a platform that is more conducive to current device form factors and student retail expectations you can now generate revenue on software sales with minimal overhead.

#### Program details:

- Customize your portal to include a store or school name and logo
- Add additional users to the account and adjust access levels
- Choose which ESD SKUs to offer your students within the portal
- Update student pricing to account for everyday pricing or promotional pricing levels
- The portal can be loaded onto any device in store to allow your customers to place their ESD orders. Stores must have in-store Wi-Fi for customers to gain access to the portal

[INTERESTED? LEARN HOW TO ENROLL! »](#)

[FREQUENTLY ASKED QUESTIONS »](#)

\*Select software vendors require authorization. Contact your Account Manager to find out which vendors you are authorized to offer.

#### YOU WILL BE ABLE TO SELL\*:



NUANCE



**AND MORE!**